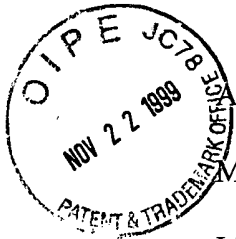


**DECLARATION - USA PATENT APPLICATION**

I, as a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled **USE OF CONTACT INFORMATION TO ASSIST USERS IN EVALUATING ITEMS**; the specification of which was filed on **August 19, 1999** as Application Serial No. **09/377,322**.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above;

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56;

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or any patent issued thereon.

-----  
Full name of first inventor: **Jeffrey P. Bezos**

Inventor's signature \_\_\_\_\_

Date \_\_\_\_\_

Residence: \_\_\_\_\_

Citizenship: **United States**

Post Office Address: **Same as Above**

Full name of second inventor: **Joel R. Spiegel**

Inventor's signature

Date

*October 23, 1999*

Residence: **14026 227th Avenue, NE, Woodinville, Washington 98072**

Citizenship: **United States**

Post Office Address: **Same as Above**

Full name of third inventor: **Jon McAuliffe**

Inventor's signature 

Date 22 OCTOBER 1999

Residence: **615 Bellevue Avenue East #101, Seattle, WA 98102**

Citizenship: **United States**

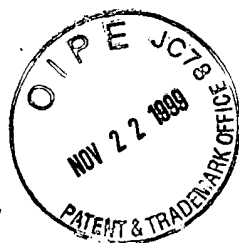
Post Office Address: **Same as Above**

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Send Correspondence To:  
KNOBBE, MARTENS, OLSON & BEAR, LLP  
Customer No. 20,995

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100699

AMAZON.012A2



PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	:	Bezos, et al.	)
			)
App. No.	:	09/377,322	)
			)
Filed	:	August 19, 1999	)
			)
For	:	USE OF CONTACT INFORMATION	)
		TO ASSIST USERS IN	)
		EVALUATING ITEMS	)
			)
Examiner	:	UNKNOWN	)
			)

ESTABLISHMENT OF RIGHT OF ASSIGNEE TO TAKE ACTION  
AND  
REVOCATION AND POWER OF ATTORNEY

Assistant Commissioner for Patents  
 Washington, D.C. 20231

Dear Sir:

The undersigned is empowered to act on behalf of the assignee below (the "Assignee"). A true copy of the original Assignment of the above-captioned application from the inventor(s) to the Assignee is attached hereto. This Assignment represents the entire chain of title of this invention from the Inventor(s) to the Assignee.

I declare that all statements made herein are true, and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application, or any patent issuing thereon.

The undersigned hereby revokes any previous powers of attorney in the subject application, and hereby appoints the registrants of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, Telephone (949) 760-0404, Customer No. 20,995, as its attorneys with full power of substitution and

**App. No.** : 09/377,322  
**Filed** : August 19, 1999


revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith. This appointment is to be to the exclusion of the inventor(s) and his attorney(s) in accordance with the provisions of 37 C.F.R. § 3.71.

Please use Customer No. 20,995 for all communications.

AMAZON.COM, INC.

Dated: 11/18/99

By:

  
Michelle Wilson

Title: Vice President and General Counsel

Address: 1200 12<sup>th</sup> Avenue South, Suite 1200  
Seattle, WA 98144

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COPY

PATENT

Application No.: 09/377,322  
Filing Date: August 19, 1999

Client Code: AMAZON.012A2  
Page 1

ASSIGNMENT

WHEREAS, We, Jeffrey P. Bezos, a United States citizen, residing at 2608 2<sup>nd</sup> Ave #150, Seattle, WA 98121, Joel R. Spiegel, a United States citizen, residing at 14026 227th Avenue NE, Woodinville, WA 98072, and Jon McAuliffe a United States citizen, residing at 615 Bellevue Avenue East #101, Seattle, WA 98102 have invented certain new and useful improvements in a COMMUNITY-BASED RECOMMENDATIONS for which we have filed an application for Letters Patent in the United States, 09/377,477 on August 19, 1999.

AND WHEREAS, AMAZON.COM, (hereinafter "ASSIGNEE"), a Washington Corporation, with its principal place of business at 1200 12th Avenue South, Suite 1200, Seattle WA 98144, desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said ASSIGNEE, successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 12<sup>th</sup> day of November 1999

Jeffrey P. Bezos

STATE OF

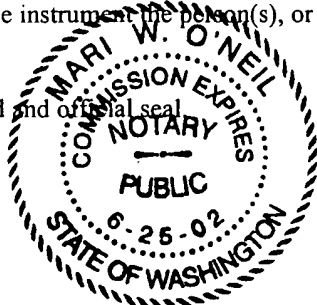
ss.

COUNTY OF

On 11/12/99, before me, Mari W. O'Neil, personally appeared Jeffrey P. Bezos personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal

[SEAL]

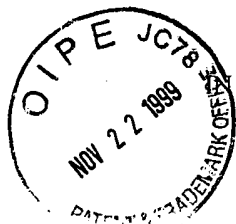


Mari W. O'Neil  
Notary Signature

Application No.: 09/377,447  
Filing Date: August 19, 1999

COPY

PATENT  
Client Code: AMAZON.012A2  
Page 2



TESTIMONY WHEREOF, I hereunto set my hand and seal this 29 day of October 1999.

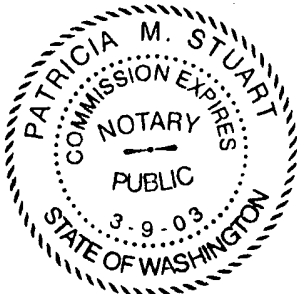
Joel R. Spiegel

STATE OF Washington }  
COUNTY OF King } ss.

On 10-28-99, before me, PATRICIA M. STUART, personally appeared Joel R. Spiegel personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



Patricia M. Stuart  
Notary Signature

Application No.: 09/377,447  
Filing Date: August 19, 1999

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PATENT  
Client Code: AMAZON.012A2  
Page 3



IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of OCTOBER 1999.

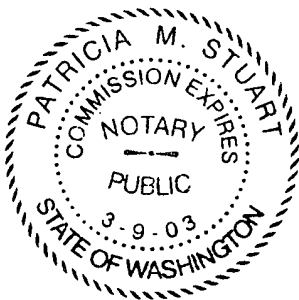
Jon McAuliffe  
Jon McAuliffe

STATE OF Washington ] ss.  
COUNTY OF King

On 10-22-99, before me, PATRICIA M STUART, personally appeared Jon McAuliffe personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



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Patricia M Stuart  
Notary Signature